

December 20, 2024

Town of Bluffton, SC

RE: CVS #2745 – 9220 Evan Way
COFA-09-24-019355
PLAN REVIEW COMMENTS & RESPONSES:

1. *The architecture must demonstrate compliance with Jones Estate PUD Architectural Design requirements (Section 5.15.9), as well as UDO Sec. 5.14 (Highway Corridor Overlay District).*
 - a. We have redesigned the building and replaced the “colonial” aesthetic with a design that attempts to reflect the “low country” vernacular outlined in the UDO. Design elements include lap siding, board and batten cladding, weathered brick veneer, metal standing seam roofing, storm shutters, vertical windows, low base, and proportions, pattern, elements and details that better relate to human scale.
2. *Architectural styles should be reflective of, or at least compatible with, architectural styles which exemplify the unique character of the Lowcountry region and conform to general standards of architectural quality. It has been the practice of the Town to use UDO Sec. 5.15 (Old Town Bluffton Historic District) for design guidance.*
 - a. See response to item #1, above.
3. *As the site is located on three roads (Hwy 170, Evan Way and May River Crossing), architectural treatment of these facades must be elevated beyond what has been provided. Hwy 170 and May River Crossing can be treated as secondary frontages and, therefore, should have at least 50% of a shopfront appearance. Long, unarticulated or blank facades are not permitted but are indicated on the Hwy 170 elevation (“Rear”) and the southern elevation (“Right Side”). The rear elevation is the southern elevation (identified as “Right Side”). Service areas, including doors, must be in the rear of the building, as should any electrical panels. Sec. 5.15.9.E. (3)*
 - a. All facades have been revised to incorporate additional design features, façade articulation, and variation of cladding color, pattern and texture.
4. *The use of three roof types, particularly the hipped roof on the “tower” entry element, seems unnecessarily complicated and doesn’t reflect the building form. A roof plan should be provided. The entry element also seems to reflect franchise design (and showcases a corporate logo), which is atypical of Bluffton’s architecture. Provide the height of all elements that extend beyond the mansard peak. Sec. 5.15.9.(C)(4). Maximum building height is 45 feet.*
 - a. Roof tower revised and hip element eliminated. Features of entry tower adapted to “low country” aesthetic.
 - b. Roof plan has been included in the resubmittal.
 - c. Entry element (corporate logo) has been eliminated from the proposed design.
 - d. Building heights provided. Max height does not exceed 30 ft. for any element of the façade.

5. *Dimensionally, the base and body of the building read awkwardly as the bricked area (the base) is taller than is typical for brick bases in Bluffton (especially as shown on the Rear elevation). Further, the windows are located too high to allow for pedestrian view into the building and create more horizontality; vertical windows are more typical of the area. While there is a partial second story with the store, the building is not designed to reflect the additional floor and appears disproportionately tall.*
 - a. Building base has been reduced. Typical brick foundation base is now 8" – 16" in height (depending on location and corresponding to particular design features).
 - b. Windows have been redesigned to reflect a vertical proportion and a scale more appropriate to the overall building aesthetic. Due to merchandising of perimeter walls, lowering window heights is not a viable option. We have proposed an alternative that incorporates a variety of enhancements, such as window awnings, decorative window infill panels, variations in cladding patterns and colors and separation of windows into bays that establishes a rhythm of elements along the facades.
 - c. This redesign utilizes differing cladding styles, patterns and colors to visually reduce the overall scale of facades.
6. *Wood clapboard, wood board and batten, wood shingle siding brick, stucco, tabby, natural stone, faced concrete block, and artificial siding which closely resembles painted wood clapboard. Wood siding may be painted, stained, weathered or left natural. The use of EIFS as a substitute for true stucco or tabby has not been accepted.*
 - a. EIFS eliminated from design.
7. *Colors considered to be compatible with the Lowcountry or coastal vernacular palette are earth tones (greens, tans, light browns, terra cotta), grays, pale primary and secondary colors (with less than 50% color value), white and cream tones, and oxblood red. Building colors with the area are cream and blue tones, and/or have more contrast than the brown-grey colors selected for the brick and fiber cement siding. The trim colors are not apparent in the plans provided. Any accent color (i.e. black, dark blue, grays, and other dark or strong colors) may be used on a limited basis and will be allowed according to the discretion of the Planning Commission and on the merits of its use in the overall design. The use of corporate logos will be considered on a case-by-case basis. Sec. 5.15.9.(D)(5).*
 - a. Proposed building colors have been revised to compliment a light grey palette, utilizing darker accent colors of charcoal (metal awnings) and matte black (coping, window mullions and decorative shutters) to create a balanced color assemble. The weathered brick tone color provides a touch of warmth to soften the overall palette.
8. *Drive-thru service windows must be located on the façade that is opposite the primary or secondary street and designed in a manner to be integral in massing and design as the principal structure for which it serves. This is not reflected by the proposed canopy. Additionally, the location of the drive-thru window should be located farther from Hwy 17 on the Rear elevation ("Right Side") so that vehicle stacking is not occurring on a street frontage.*

- a. Drive-thru window location was developed and revised to west elevation in conjunction with staff initial comments. Location is limited due to a host of differing constraints affecting this site. Drive thru is unable to adjust further south due to conflicts with approach maneuverability with dumpster/compactor enclosure. Site Plan submitted currently submitted maintains the previous drive thru location. We would like to discuss this comment further at the Planning Commission Meeting.
 - b. Drive-thru canopy has been revised and simplified and unified with other façade elements and design features.
- 9. *The pilasters are designed to appear as columns supported by a pier, which is not authentic and atypical of local architecture.***
- a. Pilasters have been eliminated in the current proposed design.
- 10. *Provide door and window details.***
- a. Side doors are flat panel metal painted to match surrounding cladding w/ typical 4" trim boards typical of this residential style of cladding. Windows are a aluminum frame with variations of 2" and 4" sightlines.
- 11. *Signage is to be submitted through a separate Sign Permit application.***
- a. Notes added acknowledging this. All building signage shown is preliminary and utilized to aid in conveyance of overall building design intent.
- 12. *Lighting to be provided must comply with the Jones Estate PUD Development Agreement (Sec. 5.15.11).***
- a. Exterior lighting design modified to comply with the applicable requirements of this document.
- 13. *Provide more information regarding lighting in the storefront window (Item 7 on the Left Side elevation of the Exterior Finish Schedule). It appears that the heart may be decorative neon tube lighting. All interior lighting shall be so designed to prevent the light source or high levels of light from being visible from the corridor. Sec. 5.15.11.(C).***
- a. Corporate logo removed from the design. No neon or specialty lighting intended for the interior of the entry vestibule.
- 14. *Lighting poles mounted within fifty (50') feet from the highway right-of-way may not exceed a height of twenty (20') feet, and only forward-throw or Type IV lights may be used to light entrances. Sec. 5.15.11.(D). The SL2 post is 28ft and must be reduced to 20ft.***
- a. The (1)-Type SL2 pole-mounted light fixture at the entry drive will be modified to reduce the total mounting height down to 20' a.f.g.
- 15. *Per Sec. 5.15.11.E. all lighting fixtures designed or placed so as to illuminate any portion of a site shall meet the following requirements: A) Fixture (luminaire) - Any light fixture shall be a cutoff luminaire whose source is completely concealed with an opaque housing and shall not be visible from any street. This provision includes lights on***

mounted poles as well as architectural display and decorative lighting visible from the corridor. Provide cut sheets for each fixture to ensure compliance with this provision. Sec. 5.15.11.(E)(1); and, B) Light Source (Lamp) - Only incandescent, fluorescent, metal halide, mercury vapor or color corrected high-pressure sodium light may be used. The same type must be used for the same or similar type of lighting on any one site or Planned Unit Development. No colors other than white or off-white (light yellow tones) may be used for any light source for the lighting of signs, structures, or the overall site. Show light sources, which cannot include LED lights proposed for the Wall Packs; however, the Planning Commission may consider this option. Sec. 5.15.5.(E).

- a. All exterior light fixtures (building-mounted and pole-mounted) as currently specified are "Full Cut-off" type.
- b. Current design is based on all exterior light fixtures being provided with 4000K color temperature, white, LED lamps.
- c. DRC committee indicated that the Town of Bluffton now allows for the use LED lamps for use in site lighting. We, therefore, request this consideration for this same exception for this project on the basis that the use of incandescent, fluorescent and metal halide light fixtures are difficult to purchase and are less efficient than the LED fixtures specified and are difficult to comply with the Energy Conservation Code.

16. *Illumination Levels -Show illumination levels for the various site areas that are consistent with Sec. 5.15.11(E)(4)b.*

- a. Refer to revised site lighting / photometric plan for illumination revisions.

17. *The Light Plan must include all information identified in Sec. 5.15.11(E)(4)(C).*

- a. The required information is already shown on the current drawings, based on the LED fixtures.

18. *As currently proposed, resizing the 13 Willow Oaks to 4" caliper at time of planting will result in only 11 trees to be mitigated. Coordinate tree mitigation requirements with Town staff prior to final COFA-HCO submittal.*

- a. Please see revised Landscape plan included within submission with Willow Oaks adjusted to 4" caliper to reduce the mitigation amount. In addition, City staff indicated they anticipate furthering the discussion on the final mitigation amount at the Planning Commission meeting.

19. *An 8-foot landscape buffer is required between parking and driving areas but is not shown on the Hwy 170 side. Show landscape treatment on this side.*

- a. Please note we have concerns for providing 8' landscape strip against the building on the north side of the building as this would cause issues with insufficient space for bailout lane to allow vehicles a bypass around stacked cars from the drive thru. Site Plan submitted has maintained the current configuration and we would like to discuss potential alternate compliance options to meet the intent of the request at the Planning Commission meeting.

20. *Will need to discuss landscaping along the Hwy 170 and May River Crossing frontages, as well as for the dumpsters, and along the adjacent property line.*

- a. Understood, we look forward to discussing this item further at the Planning Commission Meeting.

21. *Additional comments may be provided at the Development Review Committee.*

- a. Acknowledged.

END OF COMMENT RESPONSES